

## TSA.GOV Web Performance Metrics

Nov 1, 2018 - Nov 30, 2018

All Users  
100.00% Sessions

### Total Visits

**3,630,527**

% of Total: 100.00% (3,630,527)



### Avg. Visit Duration

**00:01:47**

Avg for View: 00:01:47 (0.00%)



### Pageviews

**6,944,366**

% of Total: 100.00% (6,944,366)



### Unique Visitors

**2,821,827**

% of Total: 100.00% (2,821,827)



### Avg. Pages / Visit

**1.91**

Avg for View: 1.91 (0.00%)



### Avg. Time on Page

**00:01:57**

Avg for View: 00:01:57 (0.00%)



### Bounce Rate

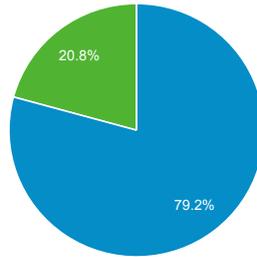
**51.16%**

Avg for View: 51.16% (0.00%)



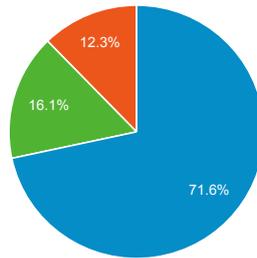
### New vs. Returned Visitors

New Visitor Returning Visitor



### Avg. Visits per Visitor

1 2 Other



### Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring?   Transportation Security Administration	1,225,313	48.64%
TSA Pre✓®   Transportation Security Administration	861,202	34.90%
Transportation Security Administration	495,915	33.44%
Liquids Rule   Transportation Security Administration	346,984	70.29%
Identification   Transportation Security Administration	238,599	72.23%

### Visits by Social Network

Social Network	Sessions
Facebook	21,640
Twitter	8,693
YouTube	2,756
reddit	1,240
TripAdvisor	949
Quora	797
Stack Exchange	626
Instagram	479
BuzzFeed	209
wikiHow	170

### Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,905,467	49.99%
(direct) / (none)	994,503	54.83%
search.usa.gov / referral	116,402	45.16%
bing / organic	93,480	35.80%
aa.com / referral	48,300	64.78%
yahoo / organic	44,421	44.16%
delta.com / referral	41,439	33.90%
dhs.gov / referral	29,523	42.33%
m.facebook.com / referral	18,618	72.98%
customersupport.spirit.com / referral	15,272	56.10%